

RING LEADER REPORTER

HI-CONE ADOPT-A-BEACH 2012: OUR 20TH YEAR IS ANOTHER RECORD-BREAKER

For the twentieth year, Hi-Cone employees were among the thousands of volunteers who participated in the annual September Adopt-a-Beach™ Event on Sept. 15. This year, The Ocean Conservancy, which sponsors the Annual International Coastal Cleanup (ICC) in partnership with Alliance for the Great Lakes on the same third week in September every year, had over 580,000 people in over 100 countries remove over 9 million of pounds of trash from beaches and waterways around the world.



What record did Hi-Cone break this year? A record number of 5,546 items were collected. Over the past 5 years, Hi-Cone has collected over 46,500 items and over 800 pounds of debris. The recovered items included a cell phone and a credit card (each of which was returned to its owner), a toilet seat, a bag of drugs, and a hair piece (none of which was returned to its owners).

But the Adopt-a-Beach Program is much more than just trash collection. Teams conduct litter removal and monitoring. Information on each piece of debris that is collected by the teams is entered into the Ocean Conservancy database. This database is the only empirical, scientific database of data to determine what the real issues in marine debris. The Ocean Conservancy Data is used to educate the public and local beach authorities and to improve our beaches. This database also en-



ables Hi-Cone to have accurate information on six-pack rings to ensure that they continue to be a negligible amount of trash found on the beaches. While ring carriers are part of the environmental landscape, this year's global data confirmed again as it has every year that ring carriers are not a significant cause of litter or animal entrapment.

In past years, we always had the good fortune to have the support of a small army of almost 200 students from Senn High School, but this year the Adopt-A-Beach event came in the middle of a teachers strike and Chicago schools were not in session. Nevertheless, our Hi-Cone volunteers are an enthusiastic group and with the support of Notre Dame College Prep, we were ready for much more work this year. When the event started, we were pleasantly surprised to see the 200 Senn High School volunteer students, ready to help out, right where they usually congregate! Their presence at the Adopt-A-Beach speaks to the great job the teachers do to convey the importance of this event to students. Thanks to Senn teachers, the next generation of Sustainable Leaders in Chicago will likely be among those “walking the line” on Osterman Beach in years to come.

We would like to thank all the volunteers for another great year and send a special thanks Harry Osterman and his supporters and to Joel Brammeier, President & CEO, Alliance for the Great Lakes for taking the time to come by and support Osterman Beach Adopt-a-Beach.